



CALIFORNIA HEALTH BENEFIT EXCHANGE CAREER EXECUTIVE ASSIGNMENT EXAMINATION ANNOUNCEMENT

The State of California is an equal opportunity employer to all, regardless of age, ancestry, color, disability (mental and physical), exercising the right to family care and medical leave, gender, gender expression, gender identity, genetic information, marital status, medical condition, military or veteran status, national origin, political affiliation, race, religious creed, sex (includes pregnancy, childbirth, breastfeeding and related medical conditions), and sexual orientation. It is an objective of the State of California to achieve a drug-free work place. Any applicant for state employment will be expected to behave in accordance with this objective because the use of illegal drugs is inconsistent with the law of the State, the rules governing Civil Service, and the special trust placed in public servants.

DEPARTMENT:	CALIFORNIA HEALTH BENEFIT EXCHANGE	RELEASE DATE:	Wednesday, September 24, 2014
POSITION TITLE:	DEPUTY DIRECTOR OF MARKETING (PENDING CONTROL AGENCY APPROVAL)	FINAL FILING DATE:	Until Filled
CEA LEVEL:	CEA B	EXTENDED FINAL FILING DATE:	
SALARY RANGE:	\$ 8,766.00 - \$10,442.00 / Month	BULLETIN ID:	09232014_6

POSITION DESCRIPTION

Under the direction of the Director of Marketing, the Deputy Director provides executive leadership and policy guidance on a wide range of communication, outreach and marketing efforts to ensure Covered California achieves and maintains its individual and small business enrollment goals. The Deputy Director oversees development, implementation and evaluation of marketing efforts, consumer research and programs that advance and support Covered California. The incumbent will work in close collaboration with Covered California's executive team, other state departments, representatives of Federal Government, the Legislature and other related stakeholders. The Deputy Director oversees the division's operations within Marketing Division and ensures compliance with State and Covered California policies and procedures. In the absence of the Director of Marketing, acts as the Marketing Director.

The Deputy Director is responsible for the policy development controlling allocation of marketing dollars (Federal Grant and Per Member, Per Month monies). As the gatekeeper of marketing funding the incumbent also assures there is no influence from outside sources and no dollars are used to support political positions, politicians or their views.

MINIMUM QUALIFICATIONS

Applicants must meet the following minimum qualifications:

Either I

Must be a current State civil service employee with permanent civil service status, as defined in

Government Code Section 18546.

Or II

Must be a current or former employee of the Legislature, who resigned or was released from service within the last 12 months, and with two or more consecutive years of service as defined in Government Code Section 18990.

Or III

Must be a current or former nonelected exempt employee of the Executive Branch of **government** who resigned or was released from service within the last 12 months, and with two or more consecutive years of service (excluding those positions for which the salaries are set by statute) as defined by Government Code Section 18992.

Or IV

Must be a person retired from the United States military, honorably discharged from active military duty with a service-connected disability, or honorably discharged from active duty as defined in Government Code Section 18991.

SPECIAL REQUIREMENTS

BACKGROUND CHECK: All applicants may be subject to a pre-employment background investigation. The investigation will consist of completion of a pre-employment questionnaire, fingerprinting, and an inquiry to the Department of Justice to disclose criminal records.

KNOWLEDGE AND ABILITIES

Applicants must demonstrate the ability to perform high administrative and policy – influencing functions effectively. Such overall ability requires possession of most of the following more specific knowledge and abilities:

(1) Knowledge of the organization and functions of California State Government including the organization and practices of the Legislature and the Executive Branch; principles, practices, and trends of public administration, organization, and management; techniques of organizing and motivating groups; program development and evaluation; methods of administrative problem solving; principles and practices of policy formulation and development; and personnel management techniques; the department's or agency's Equal Employment Opportunity Program objectives; and a manager's role in the Equal Employment Opportunity Program.

(2) Ability to plan, organize, and direct the work of multidisciplinary professional and administrative staff; analyze administrative policies, organization, procedures and practices; integrate the activities of a diverse program to attain common goals; gain the confidence and support of top level administrators and advise them on a wide range of administrative matters; develop cooperative working relationships with representatives of all levels of government, the public, and the Legislature and Executive branches; analyze complex problems and recommend effective courses of action; and prepare and review reports; and effectively contribute to the department's or agency's Equal Employment Opportunity objectives.

These knowledge and abilities are expected to be obtained from the following kinds of experience

with substantial participation in the formulation, operation and/or evaluation of program policies (experience may have been paid or volunteer; in State service, other government settings, or in a private organization):

CEA Level A Responsible for broad administrative and program activities, including the execution and/or evaluation of program policies.

CEA Level B Responsible for extensive managerial and program administration or broad program manager experience with substantial participation in the formulation, operation, and/or evaluation of program policies.

CEA Level C Responsible for extensive highly professional influence and contributes to program, policy, and the methods to provide professional services needed to set policies, to meet the mission of the State department and often exercising technical and or professional skills that are required at this level.

DESIRABLE QUALIFICATION(S)

The following desirable qualifications are critical factors in job success for this CEA position. You must provide specific examples for each desirable qualification in your Statement of Qualifications.

- Demonstrated knowledge of strategic marketing and advertising campaigns.
- Experience in developing reporting systems and metrics to measure success of marketing campaigns.
- Demonstrated knowledge of principles and methods for showing, promoting and selling products or services, including marketing strategy and tactics, sales techniques and performance metrics.
- Knowledge of trends in the health insurance industry and health care reform.
- Knowledge of the mission and vision of the California Health Benefit Exchange, the needs of the citizens it serves, and the current controversy faced by the Department as a whole.
- Proven ability to interact with and engage stakeholders.
- Demonstrated ability to effectively plan, organize, and balance multiple and conflicting priorities to achieve the highest-level outcomes, resolve operational issues and develop timely, effective, and cost effective solutions.
- Significant leadership experience working on complex projects and/or programs that involve partnering with multiple and divergent groups or individuals, such as federal, state or local governments, local community-based organizations, public or private agencies, diverse advocate groups.
- Demonstrated knowledge and experience with membership acquisition.
- Demonstrated knowledge and experience with marketing to communities of color.
- Demonstrated experience with marketing campaigns in collaboration with Health Plans.

EXAMINATION INFORMATION

A minimum rating of 70% must be attained to obtain list eligibility. Hiring interviews may be conducted with the most qualified candidates. All candidates will receive written notification of their examination results. The result of this examination will be used only to fill the position of **DEPUTY DIRECTOR OF MARKETING (PENDING CONTROL AGENCY APPROVAL)**, with the **CALIFORNIA HEALTH BENEFIT EXCHANGE**. Applications will be retained for twelve months.

The results of this examination will be used only to fill this position.

The examination will consist of a designed screening committee established to screen applications and a two to three page statement of qualifications. The minimum qualifications and desirable qualifications listed above will be used to screen the application and statement of qualifications. Therefore, it is critical that each applicant includes specific information on how his/her background, knowledge and abilities specifically meet the minimum qualifications and desirable qualifications.

FILING INSTRUCTIONS

Interested applicants must submit:

- A completed Standard State Application (Form 678).
- A "Statement of Qualifications". The Statement is a narrative discussion of how the candidate's education, training, experience, and skills meet the minimum and desirable qualifications and qualify them for the position. The Statement of Qualifications serves as a documentation of each candidate's ability to present information clearly and concisely in writing and should be typed and no more than three pages in length.
- Resumes do not take the place of the Statement of Qualifications.

Applications must be submitted by the final filing date to:

CALIFORNIA HEALTH BENEFIT EXCHANGE, Human Resources Branch
1601 Exposition Boulevard, Sacramento, CA 95815
Kale Thompson | (916) 228-8243 | kale.thompson@covered.ca.gov

SPECIAL TESTING

If you have a disability and need special testing arrangements, mark the appropriate box in Part 2 of the "Examination Application." You will be contacted to make specific arrangements.

GENERAL INFORMATION

If you meet the requirements stated in this bulletin, you may take this examination, which is competitive. Possession of the entrance requirements does not assure a place on the eligible list. Your performance in the examination described on this bulletin will be compared with the performance of others who take this test, and all candidates who pass will be ranked according to their scores.

The CALIFORNIA HEALTH BENEFIT EXCHANGE reserves the right to revise the examination plan to better meet the needs of the service if the circumstances under which this examination was planned change. Such revision will be in accordance with civil service law and rules and all competitors will be notified.

General Qualifications: Candidates must possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others.

Class specs: [CEA and Exempt Appointees](#)